



**MINUTES  
ART REVIEW BOARD  
MEETING OF FEBRUARY 17, 2011**

**CALL TO ORDER**

Vice Chairperson Lawton called the meeting to order at 1:35 p.m.

**ROLL CALL**

**Board Members Present:** Vice Chair Carol Lawton and Board Members Beth Booth, Jacline Deridder, Laurie Manuel and Preston Metcalf

**Board Members Absent:** None

**Staff Present:** Jeff Schwob, Planning Director/Art Liaison/Secretary

**ELECTION OF OFFICERS AND ART REPRESENTATIVE FOR 2011**

Vice Chair Lawton was nominated for Chair.

The motion carried by the following vote:

AYES: 5 – Booth, Deridder, Lawton, Manuel, Metcalf  
NOES: 0  
ABSTAIN: 0

Board Member Manuel was nominated for Vice Chair.

The motion carried by the following vote:

AYES: 5 – Booth, Deridder, Lawton, Manuel, Metcalf  
NOES: 0  
ABSTAIN: 0

Board Member Deridder was nominated for Art Board Representative to staff.

The motion carried by the following vote:

AYES: 5 – Booth, Deridder, Lawton, Manuel, Metcalf  
NOES: 0  
ABSTAIN: 0

**APPROVAL OF MINUTES**

The minutes of regular meetings of March 18, April 15, May 20, June 17, and July 15, 2010 were approved as submitted.

## **DISCLOSURES**

None

## **CONSENT CALENDAR**

None

## **PUBLIC/ORAL COMMUNICATIONS**

**Margaret Talt** requested that the Board consider the following:

- 1) Request staff to prepare a report identifying the amount of money available for art and the projects that were currently underway;
- 2) Schedule a tour of existing art in the community; and
- 3) As called for in Section III, subsection 8 of the Art in Public Places Program Policy, begin to develop a suitable public education program in connection with the artwork.

**Board Member Booth** agreed these were important items to consider.

**Paul Sethy**, Vice President of the Fremont Cultural Arts Council/ACWD Board Director/member of the Washington Township Historical Society noted the need for better promotion of the arts and passed out the latest addition of the Fremont Cultural Arts Council newsletter, *Fremont Focus*.

He noted that each Art Board Member and other City Board and Commission members should be a member of the Fremont Cultural Arts Council and offered a free one year membership.

**Art Liaison, Schwob** noted that the Board should not comment or accept at this time and would be checking with the City Attorney's office to determine if this was appropriate.

**Mr. Sethy** continued with distribution of the January-March Fremont Cultural Arts Council newsletter, noting that he just wants to make sure there is good communication about arts and events in the community.

**Mr. Sethy** also noted that he was pleased to see that the minutes were being approved and that they would become available. He continued by asking the Board to consider requesting an audit and inventory of City Artwork. He also suggested the Board revisit their Mission Statement and conduct workshops with the community to establish a strategy and goals for the art in the community. He noted that Fremont was not distinguishing itself from other areas and suggested that history, cultural diversity, age range of artists and use of local artists be considered. He summarized by noting that Fremont needs to create its own brand.

**Board Member Booth** agreed that the Board needs to honor cultural diversity of the community in its art.

**Mr. Sethy** continued by noting that many communities had tied their art programs in with local chambers of commerce, historical societies and business communities and all were seeing the benefits.

**Margaret Talt** noted that the City's official art collection had a shortage of murals, mosaics and ethnic art. She recollected a past effort to build support for a multi-cultural sculpture garden with native plantings but noted she could not convince the City to allow development of such a garden, largely due to maintenance.

**Vice Chairperson Manuel** suggested this needs to be a ground up effort from the community. Citizens need to create it and support it.

**Mr. Sethy** noted the success of the Fremontia exhibit and how it appealed to the diversity of the citizenry in the region.

### **PUBLIC HEARING ITEMS**

**Item 1. MIDTOWN ART PROGRAM UPDATE** – to receive staff presentation of status of Midtown Project located in the Central Planning Area. The preliminary draft Midtown Community Plan and associated art program is contained within Chapter 3.5, pages 90-96 and Chapter 6.1, pages 148-159 at <http://www.fremont.gov/midtown>

**Art Liaison, Schwob** summarized the Midtown Community Plan goals and objectives and focused upon the proposed Art Program for the area, including the concepts for Primary Gateway, Secondary Gateways, Civic Park/Center, Temporary installations and an art walk focused on Capitol Avenue, the Civic Center and leading to the BART station. Staff also noted the proposal included provisions to require developers of small projects to contribute to the Midtown Art Fund while allowing larger project developers to contribute 100% or contribute 50% and incorporate 50% on-site. Staff noted that a few questions had arisen and that the Art Board's advice would be helpful in regards to the following: 1) Should developers be allowed to incorporate art on site or should they contribute all funds to the Midtown Art Program? 2) Are the Gateway pieces appropriate or could buildings form gateways? Staff noted that the area would likely develop over a 20 year time frame and that there was no guarantee of a building in any particular site or location. Marking arrival was key to early success of the district and that the alternative to a building or art would likely be signage.

**Board Member Deridder** noted that temporary art installations (e.g., banners) should be permitted noting they provided a good opportunity for partnership amongst various organizations such as museums and other local venues or events.

**Chairperson Lawton**, questioned what was wrong with a sign?

**Art Liaison, Schwob**, noted that the City design team hoped to create a special place, one that you would know you had arrived at, versus signage. The City had prided itself on keeping signage to a reasonable level, noting that in many communities, signage was becoming controversial amongst residents.

**Board Member Booth**, asked about the design approval process.

**Art Liaison, Schwob**, noted that Appendix 6.0 outlines the approval process wherein public art would come before the Art Review Board and on-site private art would be approved by City Staff [defined currently as the Community Development, Planning and Economic Development Directors] unless referred to the Art Review Board, Planning Commission or City Council.

**Board Member Metcalf** suggested that there be a unifying idea or philosophy behind the art program for the district. Perhaps that idea would unify and help brand the district. Without a unifying element we could be faced with plop art.

**Vice Chairperson Manuel** noted it was also important to assure the quality of art. There should be guidelines or standards for the aesthetic. It would also be important to incorporate artists at the state and national level.

**Board Member Deridder** noted how interactive art (e.g., HUB water fountain) was also critical to activating spaces and bringing people to the area.

**Art Liaison, Schwob** suggested that the item be carried forward to the next meeting to further review the Midtown Art Program contents to see if it captures these concepts or if further refinement is needed. He also noted that he believed that many elements of the proposed art program were general in nature, leaving a great deal of decision making up to the Board in the future. He suggested that color copies of the proposed Midtown Art Program be mailed to Board Members for further review and subsequent discussion.

**IT WAS MOVED THAT ITEM BE CONTINUED TO THE NEXT MEETING FOR FURTHER DISCUSSION.**

The motion carried by the following vote:

AYES:	5 – Booth, Deridder, Lawton, Manuel, Metcalf
NOES:	0
ABSTAIN:	0
ABSENT:	0

**Item 2. ART IN PUBLIC PLACES PROGRAM POLICY**– to review the revised draft policy prior City Council consideration.

**Art Liaison, Schwob** reviewed the proposed amendments to the policy with the Board, noting the City Council’s prior direction subsequent to the Board’s requests. A track changes copy of the policy was distributed to the Board and it was suggested that this item be continued for further discussion.

**IT WAS MOVED THAT ITEM BE CONTINUED TO THE NEXT MEETING FOR FURTHER DISCUSSION.**

The motion carried by the following vote:

AYES:	5 – Booth, Deridder, Lawton, Manuel, Metcalf
NOES:	0
ABSTAIN:	0
ABSENT:	0

**MISCELLANEOUS ITEMS**

- Future Agenda Items: The Board voted unanimously to add the following items to the next meeting agenda:
  - Discussion on fighting blight with art
  - Discussion of a central arts web site for publicity
  - Report back on the timing of the Skate Park opening so that the proposed Skate Park Art Exhibit could be coordinated with the opening of the park.
- Meeting Time: The Board asked if the regular meeting time had not previously been changed to 3:30 PM. Art Liaison Schwob was not aware of this. He suggested they adjourn this current meeting to a particular date and time and then agendize a formal item to establish regular meeting schedule and time at your next meeting.

**ADJOURNMENT**

The Board asked if the regular meeting time could be changed. There was consensus that this meeting should be adjourned to a time when all could be available, namely March 9, 2011 at 3:30 PM. The February 17, 2011 meeting adjourned at 3:25 p.m.

APPROVED BY:



Jeff Schwob, Planning Director/Art Liaison/Secretary  
Art Review Board